

Seattle Music Commission
WORKPLAN
July – December 2015

The Workplan of the Seattle Music Commission (SMC) sets out key areas of focus and action to advance the City of Music 2020 vision. This plan covers the transition period of July thru December 2015 and outlines the goals and objectives for the Commission as it moves to a calendar year planning cycle starting January 2016.

For the remainder of 2015, the three committees of the SMC will continue to provide the framework for the work outlined in this plan:

1. **Executive Committee** – Focused on governance, succession planning, and overall SMC operation and effectiveness.
2. **Youth and Community** – Focused on ensuring music educational opportunities, developing and facilitating career pipeline and access to music industry, vibrant micro-music communities and economies.
3. **Policy and Communication** – Focused on policy, city and regional planning, industry health, cultivating partnerships, and branding and awareness.

Executive Committee

1. Evaluate current committee structure based on annual retreat follow-up meeting discussion:
 - Does current structure properly support SMC work/initiatives?
 - Are resources and initiatives allocated evenly?
 - Is there a need to develop small ad-hoc work groups or look to restructure committees?
2. Create succession plan for 9 original commissioners terming out in May 2016
 - Evaluate industry representation; identify Commission needs and where there are holes in Commissioner representation
 - Engage elected officials – Mayor/City Council – on succession plan and candidate list
 - Stagger confirmation/terms of replacement Commissioners: (1) prior to 5/16, (4) May 2016, (3) post 5/16.
 - Develop strategy to retain Commissioner involvement and leverage relationship after terms expire.
3. Continue oversight of RSJI ad hoc work group to integrate equity and social justice into workplan process and initiative and program development.
 - Full Commission to undergo RSJI training together
4. Synthesize the information gathered during the June workplan session to set 2016 Commission priorities.
5. Develop standards and process to determine when SMC leads, advocates, or endorses.
6. Create plan for 2016 planning process to take place in January 2016

Policy + Communication Committee

1. City of Music® Local Music UX
 - Continue to participate in the Port of Seattle’s quarterly Music Initiative Steering Committee to monitor, advise, and provide input/assistance on:
 - Diversity and expansion of genres and artists represented
 - Feasibility to expand Local Music UX experience to:
 - Additional Seattle points of entry – cruise terminals, light rail / mass transit system, trolley lines, etc.
 - Explore busking opportunities at Seattle transit/tourist entry points (cruise terminals, ferry terminals, light rail/mass transit system, trolley lines, etc.
 - VisitSeattle and tourism markets
 - Private transportation services (ex. Microsoft Express Bus, Amazon employee buses)
2. Music on the Seattle Waterfront
 - Invite Heidi Hughes, Friends of Waterfront Seattle to present at September or November full commission meeting on status of Waterfront development and music programming.
3. Advocate for development of citywide policies that support musicians, live music, music business:
 - Musicians’ Priority Load Zones
 - Q4 2015 - Rollout phase 2 / expansion of MPLZs to additional locations: Queen Anne: The Vera Project/KEXP; Pioneer Square: Central Tavern, J&M; and Fremont: Nectar Lounge.
 - Invite a developer interested in or actively working in music (Jerry Everard is one possibility) to present at SMC full commission meeting, answer SMC questions and engage with Commissioners in how to be better advocates and talk with developers.
 - Explore convening a developer forum to advocate for venue/opportunity preservation, music inclusion in development planning
4. Build City of Music™ Initiative Awareness
 - Q4 2015: Launch revamped City of Music website
 - Continue increased proactive outreach and awareness around new Commission appointees via social media strategy and inclusion of SMC in OFM weekly newsletter

Youth + Community Committee

1. City of Music Community Expo @ Bumbershoot
 - Work with event producer One Reel to ensure Community Expo is featured part of Bumbershoot 2015
 - Look to collaborate with Seattle Center orgs like KEXP, The Vera Project, etc. to enhance activation of participating orgs and engagement with Festival attendees.

2. 2016 City of Music Career Day
 - Work with event producers: OFM, ARTS, One Reel, and EMP on:
 - i. Programming
 - ii. Outreach & transportation strategy inclusive of out of school young people
 - iii. Commissioner representation on panels, mentor sessions, etc.
3. Begin creating plan for 2016 outreach events – targeted to engage local neighborhoods and communities, particularly those that are underserved – to increase awareness and input in work of Music Commission.
4. City of Music Roadshow
 - Determine if Roadshow events continue. If so:
 - i. Develop plan for 2016
 - ii. Secure funding for events and producing partner if budget needed
 - iii. Work with producing partner, ARTS, and OFM on event program, focus, intent
5. The City of Music *Super* Internship Program
 - Q4 2015:
 - Work to transition administrative oversight to EMP for 2016.
 - Expand program to include (4) interns at (4) organizations for 2016.
 - Work with EMP, OFM, ARTS on recruitment, interview and hiring of new 2016 interns
 - Explore opportunity to fund 4 interns through Mayor’s Youth Employment Initiative (10 weeks during summer months)
6. Support the advancement of ARTS Creative Advantage work when/where needed as requested by Creative Advantage staff.